

7. (Unchanged) The method of claim 6 which includes displaying said icon for a predetermined period, and thereafter removing the displayed icon from the screen.

11. (Unchanged) The method of claim 6 which includes triggering display of said icon at a predetermined time of day.

12. (Unchanged) The method of claim 11 which includes considering a channel of the displayed television signal in determining whether to trigger said display at the predetermined time of day.

13. (Twice amended) The method of claim 6 which includes:
displaying in the graphical control panel a title of the auxiliary data associated with the icon.

14. (Twice amended) The method of claim 13 which includes:
responsive to a second signal from the viewer during the displaying the graphical control panel, displaying the auxiliary data.

15. (Twice amended) The method of claim 13 which includes displaying in the graphical control panel at least one graphical control that can be activated by the viewer to indicate the viewer's desire to view the auxiliary data.

16. (Twice amended) A method of operating a screen to transition between display of a televised advertising message and display of additional information from the Internet relating to the subject of the advertising message, comprising:

displaying a televised advertising message;
in response to logical address link data conveyed with the televised advertising message, displaying with said televised advertising message an icon; and
in response to user selection of said icon, displaying a graphical control panel that presents to the user a plurality of options selectable by the user, a first option selectable by the user to indicate desire to return to the displaying the televised advertising message, and a second option selectable by

the user to indicate desire to view additional information from the Internet relating to the subject of said advertising message.

21. (Three times amended) A method of operating a screen to crossover between display of television programming and display of supplementary data from the Internet, comprising:

- (a) displaying the television programming on the screen;
- (b) in response to logical address link data conveyed with the television programming, alerting a viewer to the availability of a page of supplementary data from the Internet associated with said displayed television programming;
- (c) receiving a signal from the viewer indicating an interest in the supplementary data;
- (d) responsive to said indication of viewer interest, displaying a graphical control panel that includes textual data related to said page of supplementary data, the control panel permitting the viewer to signal further interest in viewing the supplementary data;
- (e) receiving a further signal from the viewer indicating a continued interest in the supplementary data; and
- (f) responsive to said further indication of viewer interest, displaying said page of supplementary data.

22. (Amended) The method of claim 21 in which (d) includes displaying the control panel in conjunction with display of said television programming.

24. (Amended) The method of claim 21 in which (f) includes replacing display of the television programming with display of said page of supplementary data.

25. (Unchanged) The method of claim 6 further comprising:

- compiling a log, the log including data identifying the auxiliary data;
- in response to a second signal by the viewer, recalling at least part of the log to the screen for display;
- permitting the viewer to select auxiliary data from the log for display, the selected auxiliary data not having earlier been displayed; and
- displaying the selected auxiliary data.

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26. (Unchanged) The method of claim 25 in which the log additionally stores data identifying the television signal.

27. (Unchanged) The method of claim 6 which includes:
responsive to a second signal from the viewer during the displaying the control panel, ending the displaying the control panel.

28. (Unchanged) The method of claim 6 wherein the control panel includes plural graphical controls, a first graphical control for causing display of the auxiliary data, a second graphical control for ending the displaying the control panel.

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30. (Unchanged) A method of operating a screen to crossover between display of a television signal and display of auxiliary data from an auxiliary data network that delivers data apart from the television signal, comprising:

displaying a television signal;

in response to logical address link data conveyed with the television signal, displaying with the displayed television signal an icon, said icon indicating the availability of associated auxiliary data from the auxiliary data network;

responsive to a signal from a viewer during the displaying the icon, displaying a graphical panel that includes a descriptor of the auxiliary data, wherein the panel includes a first graphical control actuatable by the viewer to indicate desire to return to the displaying the television signal, and wherein the panel includes a second graphical control actuatable by the viewer to indicate desire to view the auxiliary data;

responsive to actuation of the first graphical control by the viewer during the displaying the panel,

ending the displaying the panel; and

returning to the displaying the television signal;

responsive to actuation of the second graphical control by the viewer during the displaying the panel,

ending the displaying the panel; and

displaying the auxiliary data.

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31. (Unchanged) The method of claim 6 wherein the icon and the graphical control panel are translucent.

32. (Unchanged) The method of claim 31 wherein the displaying the icon and the displaying the graphical control panel comprise changing the luminance of the displayed television signal.

33. (Unchanged) The method of claim 6 wherein the link data is conveyed with the television signal M different times during a program, but the displaying the icon occurs only N times, and wherein N is less than M, whereby the viewer is not unduly disrupted by repeated display of the icon during the program.

34. (Unchanged) The method of claim 33 wherein N equals one.

35. (Amended) A set-top box for coupling a television set to the Internet, the set-top box including:

a television interface for receiving a television signal and for processing the television signal to extract logical address link data embedded within the television signal;

a user input device interface for receiving user input signals sent from a user with a user input device;

a network interface for transmitting one or more requests for auxiliary data referenced by the logical address link data to the Internet and for receiving the auxiliary data from the Internet;

a memory for storing computer-executable instructions for processing the user input signals, for processing the logical address link data, and for controlling one or more transitions between display of television programming and display of the auxiliary data; and

a processing unit for executing the computer-executable instructions, thereby processing the user input signals and the logical address link data, and thereby controlling the one or more transitions between the display of the television programming and the display of the auxiliary data from the Internet, wherein the processing unit:

causes the display of the television programming, and

responsive to receipt of the logical address link data, causes display of an icon during the display of the television programming, the icon indicating the availability of the auxiliary data from the Internet referenced by the logical address link data.

36. (Unchanged) The set-top box of claim 35 wherein the processing unit, responsive to receipt of a first user input signal during the display of the icon, causes display of a graphical control panel operable to cause the display of the auxiliary data.

37. (Unchanged) The set-top box of claim 36 wherein the graphical control panel includes one or more graphical controls actuatable to select the display of the television programming or the display of the auxiliary data, and wherein the graphical control panel includes text describing the auxiliary data.

38. (Unchanged) The set-top box of claim 35 wherein the processing unit further causes the display of the auxiliary data.

39. (Unchanged) The set-top box of claim 35 wherein the display of the icon comprises adjusting luminance to superimpose the icon on the television programming.